

# Tab 40

Hello Bob,

I was hoping your email would be in response to the Kent State contract that Kelly asked me to FAX to you earlier today (~ 4:30 pm). Please take a look at the document and let me know ASAP if everything looks good w/it so I can move forward and alert Kent to send you originals.

As for the EMU abstracts, you should have TWO. The first one is titled "The Effect of Thermogenic Weight Loss Supplement in Energy Intake and Blood Chemistries in Obese Adults". Obviously, this is the one that says Xenadrine does not cause deleterious changes in blood lipids (cholesterol) or glucose over a 6-wk period of aerobic training.

The second abstract is titled "Thermogenic Effect and Body Composition Changes with Weight Loss Supplement in Obese Adults". This is the one that says "daily supplementation with XEN may result in reductions in FM (fat mass), % fat, and BM (body weight) in obese subjects during aerobic exercise training." I agree with you that the abstracts contain little useful data for marketing purposes...that's where I think I can help. I will attempt to get a copy of the full manuscript that Armstrong has submitted for publication. This will allow your marketing group to "get cracking" immediately on the #s (rather than waiting for months for the paper to be published). In the meantime, I will re-write BOTH abstracts in a way that is more easily understood by the non-scientist. Obviously, these can not be submitted anywhere for publication...they will just be to help you guys out. Finally, yesterday I had a VERY positive phone call with Armstrong and I believe I've convinced him to use SOME of the % changes (that I calculated) in the full paper. This will take place after the initial review of the paper by the referees of the journal. Typically, that process takes about 4-weeks.

Bustin' my tail,

Tim

P.S. Although the abstracts are not allowed to list brand names, I made sure Armstrong mentioned Xenadrine specifically in the full paper. I also made sure he included its ENTIRE list of ingredients.

>From: BobC@prosourceonline.com

>To: tzphd@hotmail.com

>Subject: RE: (no subject)

>Date: Wed, 15 Nov 2000 15:41:54 -0500

>

>Tim,

>

>Perhaps I'm not looking at the correct abstract, but the one in front of me

>has no reference to body composition changes and provides little (if any)

>useful data that can be utilized for marketing purposes.

>

>I am aware that peer-review boards might not want the percentages, but I

>don't see anything in this abstract that indicates weight-loss, fat-loss,

>fat-free mass, etc.

>

>This is why in my prior e-mail, I suggested revising the abstract to contain

>the relevant and useful data that you pointed out a few days ago in your

>e-mail with the percentages.

>

>I guess you should fax me the abstract that you have in case it is different

>than the one I'm looking at. Also, it should include synephrine as one of

>the actives (along with mention of the product's proprietary blend of

>ingredients so that our competitors don't pirate the study)

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> considering the recent bad press on ephedrine. And then since Jeff  
> has no  
> control over the use of data in ads, use % changes there to impress  
> consumers.  
>  
> Again, the bottom line is that Jeff's research DID find what we had  
> hoped -  
> "significant" effects on body weight and body fat, no negative  
> changes in  
> blood chems, and % changes that are quite impressive. Now it's up  
> to the  
> marketing people...  
>  
> Let me know if I can do anything else.  
>  
> Cheers,  
>  
> TZ  
>  
>  
>  
>  
>  
>  

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